

63-5892



UNITED STATES INFORMATION AGENCY
WASHINGTON

OFFICE OF
THE DIRECTOR

July 17, 1963

Dear Kirk,

Thank you for the tear sheet from "Sports Illustrated". If the Cuban who said he is not getting enough baseball information is able to listen to the Voice of America, he can get considerable baseball news. Except during the Cuban crisis period, we have consistently carried approximately ten minutes of sports every night in our Cuban "hour", much of it devoted to baseball. This is on the air at 10:50 p.m. EST and is repeated the next day at 6:50 a.m. EST.

Additionally, for the past several weeks we have been running a 15-minute hemisphere sports program at 11:15 p.m. EST, with generous attention to baseball. Once each week we carry a re-creation of a major league baseball game during this period. We plan to continue this schedule the rest of the baseball season.

I am writing "Sports Illustrated" to bring these facts to the attention of their readers.

With all good wishes.

Sincerely,

Edward R. Murrow
Director

Enclosure:

Letter to "Sports Illustrated"

Mr. Lyman B. Kirkpatrick
Executive Director
Central Intelligence Agency
Washington 25, D.C.

O/Exec Dir - 25 July:

Copy sent to CA Staff for info.
ExDir advised 9 a.m. meeting
on 22 July.

LK

JUL 17 1963

Dear Mr. Kane:

A recent "Scorecard" included a letter from a Cuban listener addressed to the Armed Forces Radio Service indicating the desire of Cuban baseball fans to get more information about their favorite sport. It should be of interest to the writer and to all your Caribbean readers that considerable baseball is carried by the Voice of America -- in Spanish.

For about 18 months -- except during the height of the Cuban crisis last fall -- we have carried a nightly program "Speaking of Sports". This is repeated the following morning.

In June we started another sports program in Spanish, this one including material on other sports of hemispheric interest as well as baseball. Once a week this program includes about ten minutes of play-by-play re-creation of a major league baseball game.

The foregoing programs may be heard at 10:50 p.m. EST and at 11:15 p.m. EST, with the "Speaking of Sports" program repeated the next morning at 6:50 a.m. EST.

Besides the usual shortwave meter bands, these programs may be heard in Cuba on 1040 and 1180 kilocycles on ordinary radio receivers.

Sincerely,

Edward E. Murrow
Director

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CC: Mr. Kirkpatrick ✓

Mr. Martin Kane
Editor of "Scorecard"
Sports Illustrated

1 July 1963

✓ - paid
Hon. Edward R. Murrow, Director
United States Information Agency
1776 Pennsylvania Avenue
Washington, D. C.

Dear Ed:

The boss asked me to send to you this page from the June 24th issue of "Sports Illustrated" with the letter from the Cuban protesting that he is not getting enough baseball information. He thought you might be interested in this for your own purposes.

With my very best wishes,

Sincerely yours,

17 Kirk
Lyman B. Kirkpatrick
Executive Director

Enclosure

LBK:drm

Distribution:

Original w/ encl. 12-16 50 VW .23

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